

## Social Media and Medicine, Part 2

I start every day from a short exercise and scanning the national and international news on my laptop. Hardly anything positive happens in the world but, well.... We should know what happens anyways.

I have just read .."Facebook took down 21 million pieces of adult nudity in 3 months"....What?! I read it again and it was exactly the same. 21 million in 3 months! What did we get ourselves into? And we finally know these numbers ONLY because Facebook had to change their privacy rules after 2016 Internet invasion of foreign ads.

Facebook started as a friendly and useful collage-based interactive social site. Kids who attended various colleges and wanted to maintain some relations with their peers could get online and group themselves for quick conversations. Before long, everybody had a Facebook account and the purpose of the platform changed dramatically. It became a 'shocker' tool: accounts members were posting the most 'shocking' yet often non-real information about themselves and their families and friends. Games were introduced and numerous users spent hours 'playing' social media.

Before long again, what was shocking in 2014 was no longer in 2017. New, stronger shockers were posted, causing often a lot of confusion and misinformation, and in some cases- tragic events. Kids started bullying their friends, some posted unauthorized photos that did not belong to any public use. There were cases of suicide and depression associated with privacy breaches and verbal assaults.

If you screen your own account from Facebook, it seems like all your 'friends' are either on permanent vacation or just got engaged. And you? You must make up something to beat it, right? Reality vanished. Shockers are the only thing that counts.

Does medical science belong to the



platform of 'shockers' and "21 million pieces of adult nudity" in 3 months? I do not think so.

Social media platforms are an excellent tool for communication but only if used with self-discipline and respect for a written word. These days, we cannot count on massive self-discipline of users who are hidden behind strange nick names and profiles. What they write and how they write is often disrespectful to humanity in general if not simply scary. Medicine is a serious matter. It is science of human body and it is too serious to be mishandled by weirdos. It is also dangerous to use social media for any exchange of medical information as breaches of privacy occur as often as rain in the spring.

If your office decides to use the Facebook or other social media, your daily awareness of all the messaging must be at the highest level of guarding and effectiveness. Marketing on Facebook? Yes. Practicing medicine on Facebook? No! We do not want to compete with 21 million pieces of adult nudity. I'd rather go back to the old doctor's bag with 21 pieces of medical tools!

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